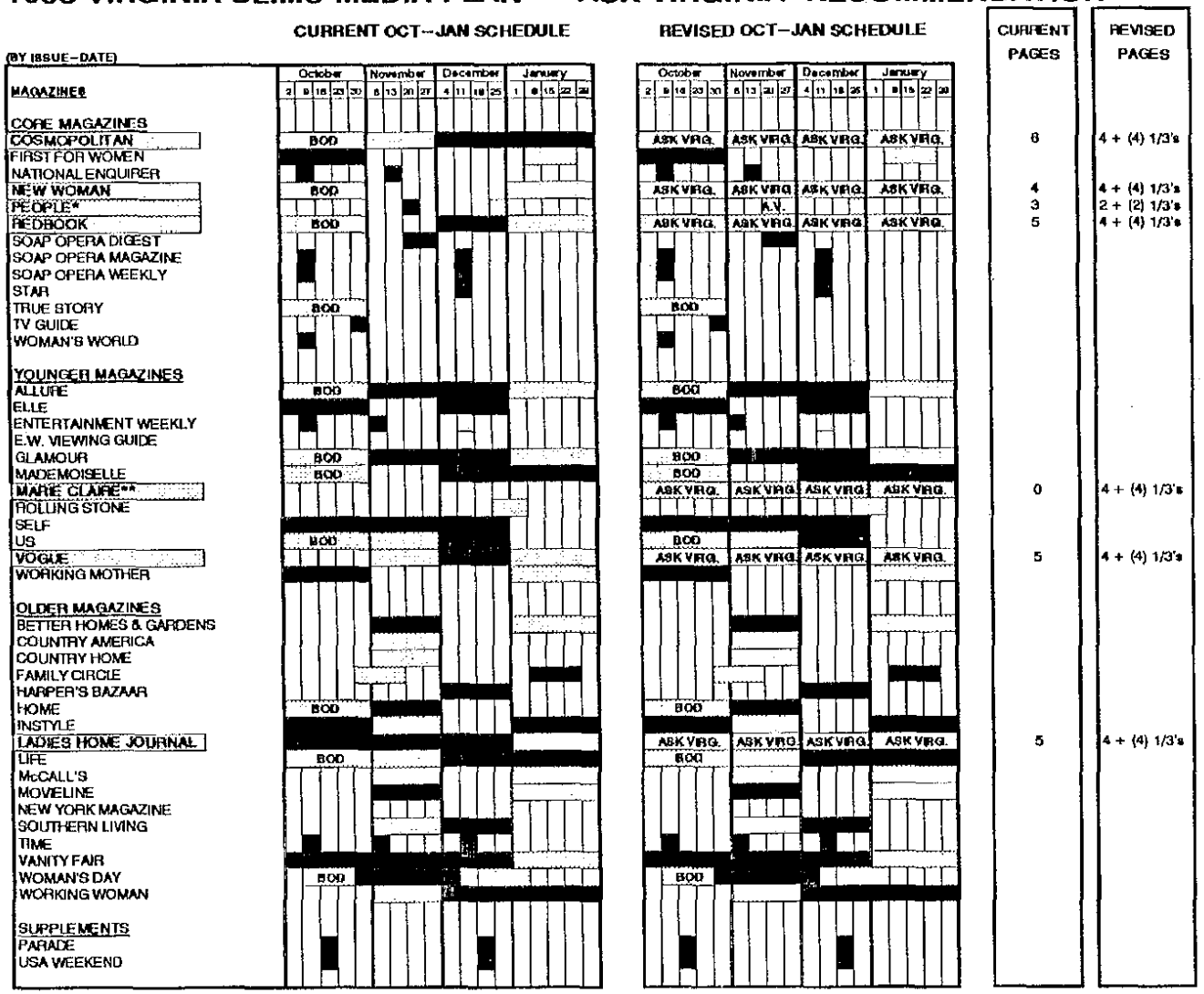
1995 VIRGINIA SLIMS MEDIA PLAN — "ASK VIRGINIA" RECOMMENDATION



* FLOWCHART DOES NOT SHOW THE SEPTEMBER 18 SPECIAL ISSUE OF "BEST & WORST DRESSED". DECEMBER 20 IS A MAINLINE SPREAD
** MARIE CLAIRE TBD PENDING FURTHER NEGOTIATION

R/F FS 25–44 (By on–sale date)	79/3.8	73/3.0	74/3.3	79/3.8	73/3.0	74/3.3
R/F FS 25–34	78/3.9	73/3.2	75/3.4	78/3.9	73/3.2	75/3.4
R/F FS 35–44	78/3.8	72/2.9	74/3.2	78/3.8	72/2.9	74/3.2

KEY
PAGE
IMPACT UNIT (SPREAD, GATEFOLD, PAGE & BRC, FRANCHISE, REMNANT PAGE, ASK VIRGINIA, BOOK OF DAYS)
LEO BURNETT U.S.A.

5/12/95

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Source: https://www.industrydocuments.ucsf.edu/docs/yxvy0004